

**Qwest Foundation for Education
Competitive Sub-grant Application Assurance Sheet**

Project Title: Toy Story 101- A Study in Economics Amount of Request: \$ \$9533.60

District Name: Idaho Falls Number: #91

Name of Certificated Teacher (or "lead teacher" if more than one): Vicki Krogstrand

Name of School currently teaching at: Gifted and Talented- PACE

Years taught in Idaho K-12 public education: 23

Content area(s) that you are teaching in Idaho K-12 public education: Gifted and Talented

I certify that if I receive a Qwest Foundation for Education Grant –

- I agree to create a video highlighting my project for the purposes of sharing best practices with other Idaho K-12 teachers.
- I agree to do one presentation on my project to other Idaho K-12 teachers before October 31, 2010.
- I agree to submit an electronic report to the Idaho State Department of Education before October 31, 2010.

Superintendent Name (print) George Boland	E-mail bolageor@d91.k12.id.us	Telephone 208-525-7500
Signature <i>George Boland</i>		
Principal Name (print) Karla LaOrange	E-mail laorkarl@d91.k12.id.us	Telephone 208-525-7500
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Teacher or Lead Teacher (print) Vicki Krogstrand	E-mail krogvick@d91.k12.id.us	Telephone 208-524-7880
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TOY STORY 101-A Study in Economics

Woody, Buzz, Bo-Peep, Mr. Potato Head, and an army of soldiers have met together in the PACE classroom. Although they come from different backgrounds, they have one thing in common—they are gifted and talented students. As part of a yearlong economics unit these students will create a toy company based on the simulation model *Toy Company* from **Interact** with the objective of studying and applying principles of economics. In small groups they will meet this challenge by forming a company, building a prototype, producing a marketing plan, and presenting the product to perspective customers.

The Gifted and Talented Program (PACE, an acronym for Programs for Academic and Creative Education) in Idaho Falls District #91 services approximately 200 students in grades 3-6 from the 12 district elementary schools, private schools, charter schools, and home schools that lie within the district boundaries. They come from all economic and cultural backgrounds. A state mandate says that all districts must serve Gifted and Talented students. Pace is an unfunded program and monies from the district do not include a technology allowance. There are 3 state-certified teachers with Gifted and Talented endorsements who serve the PACE program. PACE is housed in two trailers and one inside classroom at Sunnyside Elementary School. The school has a wireless network and a member of the district technology team assigned for 3 days during the week for technical support and training.

Two purposes of the PACE program are: (1) to encourage the development of and provide opportunities for using higher-level thinking skills, and (2) to provide a learning environment that encourages the use and development of multiple modes of communication necessary to motivate and inspire others.

Studies show that students learn best when they are actively engaged by creating a product. The simulation will involve, *“Plunging into the highly competitive toy market with just enough time to design a line of products for the regional trade show, managers of a new company—the students—must organize, develop toy ideas (in project groups), do market research, present their ideas at a board meeting, and showcase prototypes for toy buyers. In this engaging simulation, students work cooperatively (under their CEO teacher) toward a common goal and, in the process, hone their writing and speaking skills.”* (www.interact-simulations.com)

Students will learn information analysis, how to share knowledge, how to communicate information, and leadership responsibility. They will experience working collaboratively, role-playing and staging events, creating authentic situations, and developing communication skills. Students will apply the principles of economics with the implementation of the simulation project.

Current Innovation used in PACE

Students use networked and wireless computers to access the internet for research, for word processing, and to deliver presentations. PACE students are skilled in technology and are considered high end users because of their advanced abilities. The problem is the lack of technology available. One classroom has 7 laptop notebooks and 5 desktop computers and the other two classroom have 5 desktop machines. Because of the physical arrangement of the two trailers and the inside classroom, it is difficult to share the 7 laptop computers. Adding 5 additional laptops to one classroom would allow for one laptop per company team. One of the teachers is a trained Albertson Technology Fellow, a program developed in the year 2000 for the advancement of technology in education in Idaho. At that time she received a grant for an interactive whiteboard and an LCD projector which are stationary in her classroom.

Since there is not a written curriculum, there are no textbooks for the program. Teachers create their own curriculum and students access the internet for background and information. PACE students understand that the information is current. They increase their critical thinking skills in debating current issues which can only be found on the internet. With no library available in the PACE program, the only viable resource is the internet. They know that it is faster, they can save data more easily, and they can toggle between programs. In addition to research, PACE students are using technology in the following ways:

- Sixth grade students are participating in a stock market simulation online with the goal of performing like a real brokerage but using virtual money. Students trade virtual shares using real market prices and get the practice they need to better understand economics
- Third, fourth and fifth grade students are doing creative writing in Word 2007
- Third- sixth graders are doing data analysis for marketing strategies and show spreadsheets of sales in Excel
- Third - fifth students are giving informative, demonstrative, and persuasive speeches using PowerPoint Presentation
- Fifth grade students are using a Wiki in PB works, an online collaboration service for education, to discuss social and emotional behavior
- All students are using KidBiz an online differentiated reading program for weekly homework assignments
- Foreign language cds/dvds are used in the classroom to improve vocabulary and pronunciation
- United Streaming video clips are downloaded for information and background in economics
- Teacher Tube provides access to language helps in Spanish

Project Description

As Woody, Buzz, Bo Peep, Mr. Potato Head and the army of soldiers separate into project teams, they will begin creating their new company. Students will form their company with a name, logo, mission statement, and department managers. To gain a background of company logos and mission statement, the students will use laptop computers to do online research on characteristics of established companies.

Next, each student group will brainstorm different toy ideas for their product. The brainstorming will take place on a WiKi that is posted online for all team members to access and contribute. Since students only meet once a week, this is an ideal tool for collaborating. They can contribute during the week from their school or home computers. The team decision will be based on the following assessments: (1) Our toy will do the following, (2) Our toy will look like this, and (3) Our toy will be made out of this. Using a word processing program the company team will describe the toy clearly and with much elaboration.

When the company has decided on a name and motto, a logo will be designed using the graphics of a word processing program. ID badges will be created for each team member. The research member of the team will conduct a survey of other classmates for ideas for marketing strategies and create a graph with a spreadsheet program as to the appeal of their type of toy.

The marketing manager will then lead the group to create a marketing plan for their product. A PowerPoint presentation will be given which will detail the selling points and attributes of their toy. Flyers, posters, and a brochure will be created in the word processing program. Students will use an interactive whiteboard, projector, and laptop to make the presentation

A prototype of the toy will be created by the company using Google Sketchup, a free download, to draw the model and teams will present the finished product to their class members. Their peers will critique the marketing strategy, advertising, and product. This will be done with a document camera which will project the graphics and the toy large enough for all to see and evaluate.

The culmination of the project will be a Trade Show set up in a commons area of the school. Parents and others will be invited and students will present their sales promotions. Each guest will be registered as a potential buyer for a large toy store. Buyers will be instructed that they can purchase a total of 500 toys from 3 different companies. Students will need to do their best to influence the buyers.

A video journal of the project will be recorded by each team using a flip video camera and Windows Movie Maker.

So how does all of this happen? Not without the proper equipment that enables the simulation of real world environment. A model classroom, as described by the Obama administration for the American Recovery and Reinvestment Act (ARRA), is a 21st century learning environment that includes laptops for the students and teacher, projecting devices, an interactive whiteboard, a document camera, and a response system. These are the tools needed for today's classroom as they are also the tools used in today's businesses.

Idaho Falls School District is committed to encouraging teachers and students to become proficient in using technology. For the past several years the district has sponsored a technology inservice for the statewide October Inservice. There is also a technology team of 13 members who are assigned and housed in all of the district schools. This team is responsible for hardware maintenance, purchases, and installation of software. Members also conduct training classes for new software(Google Sketchup), equipment(document cameras, interactive whiteboards, and flip video cameras), and Web 2.0 (Wikis, epals, blogs, etc) implementation.

Gifted and Talented students are likely to be leaders in tomorrow's businesses. Participating in a simulation in economics will not just encourage critical thinking and creativity, but also prepare students to collaborate with others, teach them to use many aspects of technology, and strengthen their leadership and communication skills.

Scope and Sequence

This project will cover a time period of three months because PACE students meet only one day per week. Although this grant request is specific for this project, it is a model for future classroom simulation activities.

Prior to beginning the simulation, items will be purchased and software installed.

- Week 1- Set up groups- Create company name, logo, motto, and mission statement- use laptops to research successful companies and Word 2007 to design logo and write motto and mission statement
- Week 2- Brainstorm possible toy to create and decide and select the best idea - Use Wiki for brainstorming and collaboration
- Week 3- Write, in detail, the product descriptions- Use Word 2007 on laptops
- Week 4 – Develop a survey and begin conducting survey- Use Word 2007 on laptops
- Week 5- Compile survey data and graph information from market research- Use Excel on laptops
- Week 6 – Display created product for critiquing and evaluating- Use document camera
- Week 7 - Discuss and plan visual aids, prepare trade show invitations-Display marketing strategies – Use document camera, media laptop, Smartboard, and projector- also use Word 2007 and PowerPoint 2007 on laptops
- Week 8 – Introduce presentations, practice presentations – Use media laptop, Smartboard, projector
- Week 9 – Dress rehearsal for sales presentations at trade show- use laptops, Smartboard, and projector
- Week 10- Trade show- use laptops in booths for presentation
- Week 11 – Evaluation of project- Were principles of economics learned?

Budget Narrative

Technology is about the ways things are done; the processes, tools and techniques that alter human activity. ICT (Information and Communication Technology) is about the new ways in which we can communicate, inquire, make decisions and solve problems. It is the processes, tools and techniques for:

- *gathering and identifying information*
- *classifying and organizing*
- *summarizing and synthesizing*
- *analyzing and evaluating*
- *speculating and predicting.*

<http://ednet.edc.gov.ab.ca/ict/pofs.pdf>

Students will gather and identify information on successful companies using the laptops (5) which are connected to the wireless network. One laptop will be available for each team to use to research on the internet

Students will organize their research by creating marketing strategies in an Excel spreadsheet that is installed on the laptops in the Office 2007 Professional version.

Students will summarize the brainstorming ideas from their Wikis and decide which toy to create and then write a detailed description of the product in Word 2007.

Students will create a drawing of their product using Google Sketchup, a free download, on the laptops.

Students will analyze and evaluate each team's product and marketing approach by listening to and observing other's presentations on the interactive whiteboard, through the projector, media (teacher) laptop, and the document camera.

Students will create a prototype of the product and present a sales promotion to perspective buyers (parents and others).

Students and teachers will evaluate the project as it pertains to gaining knowledge of the principles of economics

Toy Story 101 Budget					
Activity	Materials and Supplies	Capital Objects	Quantity	Cost	Total
Research company logos and mission statements Set up a WiKi for collaboration		HP 6730b Laptop for each team	5	\$989.00	\$4,945.00
Display finished product and marketing strategies for critique		Document Camera Lumens DC265	1	\$ 635.00	\$ 635.00
Students will present PowerPoints		Laptops 6730b for media connections	1	\$ 989.00	\$ 989.00
Students will record journal and create presentation in Windows Movie Maker		Flip Video Camera 2 sets which will be 4 total cameras	2	\$ 150.00	\$ 300.00
Students will project final toy product and present marketing strategies and sales promotion		Projector Epson 822+	1	\$ 665.00	\$ 665.00
Students will present PowerPoints and display products		Smartboard SB-680 77" Diagonal incl wireless connection	1	\$1,598.00	\$1,598.00
Students will use Word, Excel, and PowerPoint to create documents, spreadsheets and graphs and presentations on laptops		Office 2007 Pro	6	\$51.10	\$ 306.60
shipping for Smartboard	\$ 70.00				
Shipping for projector	\$ 25.00				
Sub Total	\$ 95.00				\$9,438.60
TOTAL					\$9,533.60

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